



INTERNATIONAL RESEARCH

# Grapevine

The **o** rigin of **W**ord of **M**outh



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## Background and Scope

The importance of Word of Mouth and influencers has been recognized for some time as they essentially multiply the effect of spend on media.

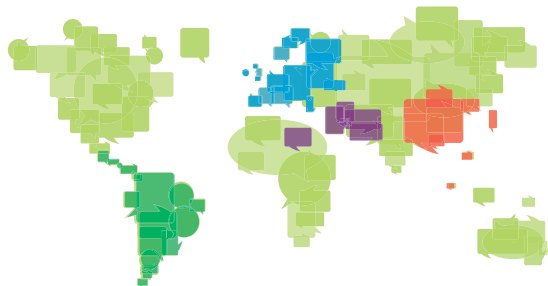
We call our research Grapevine as it traces back Word of Mouth to its source.

Grapevine identifies which media are more effective in building Word of Mouth brand advocacy and in influencing each stage of the purchase decision process. It enables us to quantify the role of influencers in furthering the reach and impact of advertising on a range of media and in particular international TV (the medium of choice for influential audiences).

## Global reach

3,858 online interviews conducted among International News Consumers in 22 countries across:

- Europe (1,429)
- Middle East (599)
- Asia (618)
- Latin America (1,212)



## Comprehensive category coverage

7 categories: automotive, finance, luxury watches, smart phones, luxury hotels, airlines, holiday destinations

Fieldwork by BDRC Continental in May 2010

Grapevine



## How Grapevine works

### Three key steps:

#### 1. Identify Decision Making Sources

Importance of 15 information sources\* (inc. WOM) in consumers' last purchase across three stages: Awareness, Consideration and Purchase Decision

#### 2. Trace back Word of Mouth to its original source

Statistical modelling based on "Markovs chains" so that all brand advocacy is traced back to an original source

#### 3. Reveal Sources of Word of Mouth

Analysis of the level of uplift from WOM for each media showing the total impact on media sources

#### 1. Identify Decision Making Sources

International TV

National TV

Print

Online

Word of Mouth

#### 3. Reveal Sources of Word of Mouth

International TV +

National TV +

Print +

Online +

#### 2. Trace Back Word of Mouth to its Original Source

*Decision Making Sources include Media (e.g., TV, print, online) and non-media (e.g., POS) and evaluated editorial separately from advertising. International TV includes news (e.g., CNN, BBC World, euronews, Al Jazeera) and other (e.g., Discover, Eurosport, NatGeo, MTV).*



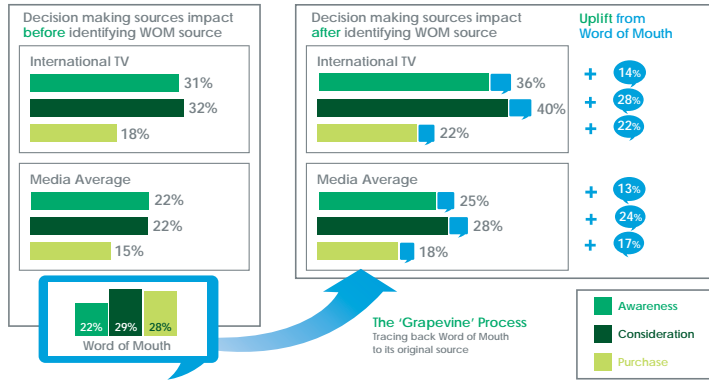
# Cars

International TV impacts 22% of purchase decisions



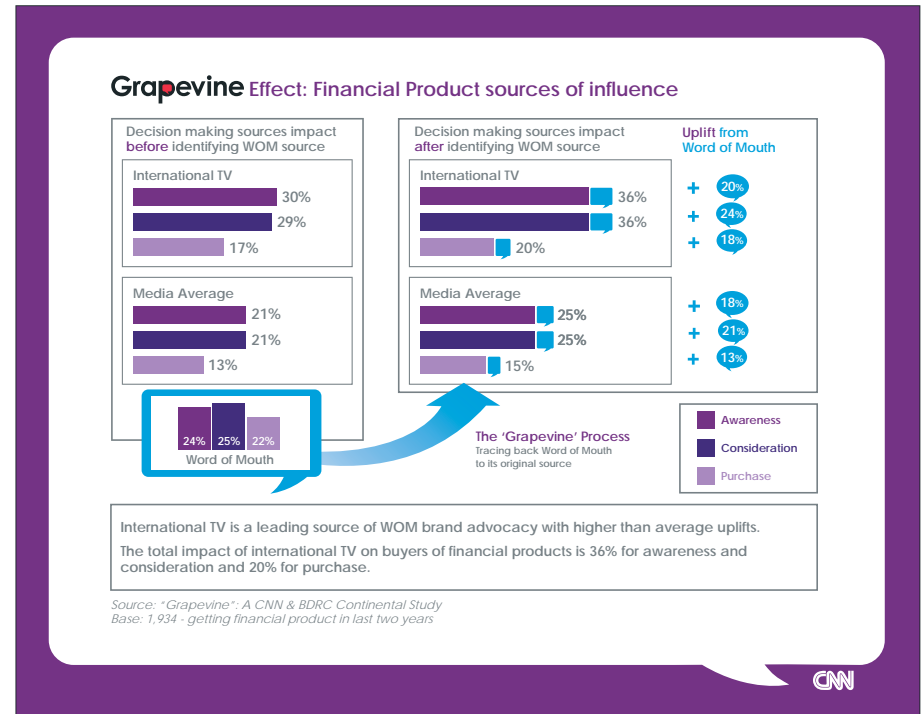
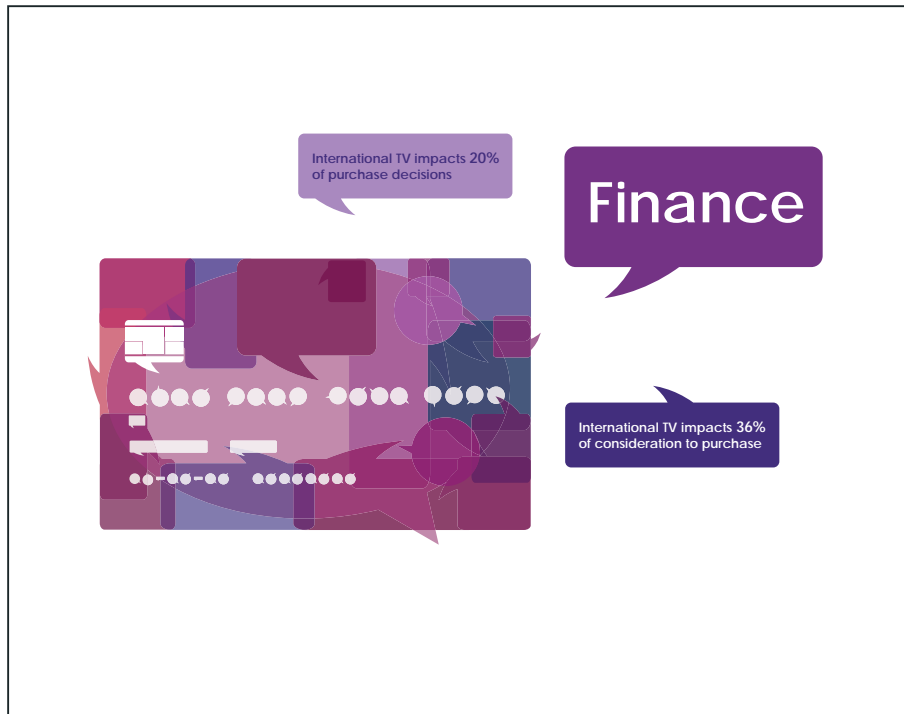
International TV impacts 40% of consideration to purchase

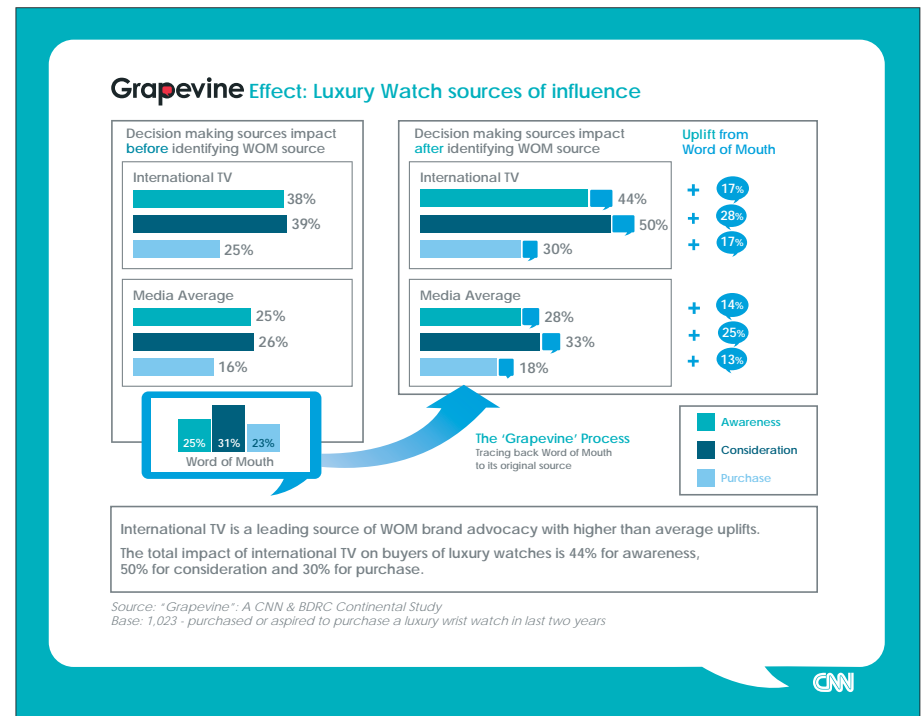
## Grapevine Effect: New Car sources of influence



International TV is a leading source of WOM brand advocacy with higher than average uplifts. The total impact of international TV on buyers of new cars is 36% for awareness, 40% for consideration and 22% for purchase.

Source: "Grapevine": A CNN & BDRC Continental Study  
 Base: 1,271 - acquired a new car in last two years

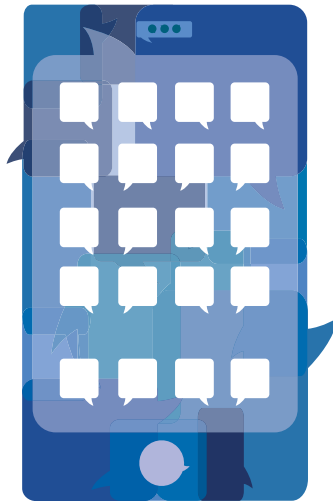




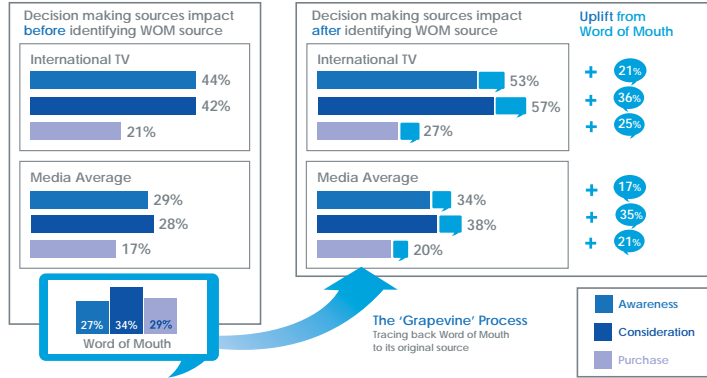
# Smartphones

International TV impacts 27% of purchase decisions

International TV impacts 57% of consideration to purchase



## Grapevine Effect: Smartphone sources of influence



International TV is a leading source of WOM brand advocacy with higher than average uplifts. The total impact of International TV on buyers of smartphones is 53% for awareness, 57% for consideration and 27% for purchase.

Source: "Grapevine": A CNN & BDRC Continental Study  
 Base: 1,668 - purchased a smartphone in last two years

